L Number	Hits	Search Text	DB	Time stamp
1	12	(dairy near (product? or item?)) same (online or (on near1 line)	USPAT;	2004/03/30 16:50
		or Internet)	US-PGPUB	
4	0	20010032165.URPN.	USPAT	2004/03/30 16:50
5	0	20010032165.URPN.	USPAT	2004/03/30 16:50
6	0	20010032165.URPN.	USPAT	2004/03/30 16:50
7	0	20010032165.URPN.	USPAT	2004/03/30 16:50
8	0	20010032165.URPN.	USPAT	2004/03/30 16:50
9.	0	20010032165.URPN.	USPAT	2004/03/30 16:50
9 10	4	(dairy near (product? or item?)) same (online or (on near1 line)	EPO; JPO;	2004/03/30 16:52
		or Internet)	DERWENT	
11 \(\bar{\pi}{\pi}	2	(dairy near (product? or item?)) same trading	EPO; JPO; DERWENT	2004/03/30 16:52
12	3	(dairy near (product? or item?)) same sell???	EPO; JPO; DERWENT	2004/03/30 16:56
13	10	(dairy near (product? or item?)) same (haul??? or transport???)	EPO; JPO; DERWENT	2004/03/30 16:53
14	6	(((on near1 line) or Internet or Web) same commodity same	EPO; JPO;	2004/03/30 16:55
		(purchas??? or sell???)) and (haul??? or Transport????? or carrier)	DERWENT	
15	399	(((on near1 line) or Internet or Web) same commodity same	EPO; JPO;	2004/03/30 16:55
.		(purchas??? or sell???))	DERWENT	
16	1	((((on near1 line) or Internet or Web) same commodity same	EPO; JPO;	2004/03/30 16:55
		(purchas??? or sell???))) and agriculture	DERWENT	
17	1	(((on near1 line) or Internet or Web) same commodity same	EPO; JPO;	2004/03/30 16:56
		(purchas??? or sell???)) and transport???	DERWENT	
18	0	(dairy near (product? or item?)) same buyl???	EPO; JPO;	2004/03/30 16:56
19	0	(dairy near (product? or item?)) same purchasel???	DERWENT EPO; JPO;	2004/03/30 16:57
20	0	(dairy near (product? or item?)) same haull???	DERWENT EPO; JPO;	2004/03/30 16:57
21	11	(dairy near (product? or item?)) same carrier	DERWENT EPO; JPO;	2004/03/30 16:57
22	1	(dairy near (product? or item?)) same transaction	DERWENT EPO; JPO;	2004/03/30 16:57
_	23001	705/\$.ccls.	DERWENT USPAT;	2004/02/25 17:32
_	1544	705/\$.ccls. and commission	US-PGPUB USPAT;	2004/02/25 17:32
	169	705/\$.ccls. and ((brokerage or itermediary or agent or agency)	US-PGPUB USPAT;	2004/02/25 17:32
-	_	near5 commission)	US-PGPUB	
-	8	(705/\$.ccls. and ((brokerage or itermediary or agent or agency) near5 commission)) and ((ship\$ or transport\$ or hasul\$) near4 (charges or price or rates))	USPAT; US-PGPUB	2004/02/25 17:34
-	52	705/80.ccls. and (commission or fee)	USPAT; US-PGPUB	2004/02/25 17:57
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	1	- 0.00000.pm	US-PGPUB	LOU-HOLIEU HI.UI
-	1	((hauler or transporter or freight) near rates) same (receiv\$ or transmit or send) same (server or Internet or web)	USPAT; US-PGPUB	2004/02/29 14:16
-	3	((hauler or transporter or freight) near rates) same (server or Internet or web)	USPAT; US-PGPUB	2004/02/29 14:35
-	31	brokerage near3 commission	USPAT; US-PGPUB	2004/02/29 14:36
-	3	(brokerage near3 commission) same (server or Internet or web)	USPAT; US-PGPUB	2004/02/29 14:36
-	0	conklin.pn.	USPAT; US-PGPUB	2004/03/26 16:29
-	145	705/80.ccls.	USPAT; US-PGPUB	2004/03/26 16:46
-	127	((on near1 line) or Internet or Web) same commodity same (purchas??? or sell???)	USPAT; US-PGPUB	2004/03/26 16:47
-	3	((((on near1 line) or Internet or Web) same commodity same (purchas??? or sell???)) and (haul??? or Transport????? or	USPAT; US-PGPUB	2004/03/26 16:48
		carrier)) and dairy		

-	40	(((on near1 line) or Internet or Web) same commodity same	USPAT; US-PGPUB	2004/03/30 16:54
•		(purchas??? or sell???)) and (haul??? or Transport????? or carrier)	03-FGF0B	

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Dairy industry turns to e-commerce

Site will aid trade of highly perishable products

By JASON GERTZEN

of the Journal Sentinel staff

Friday, July 28, 2000

Farmers, cheese manufacturers and others in the dairy industry starting next January will be able to use a new business-to-business Internet exchange to buy supplies and sell products.

Although ©Kraft Foods, ©Suiza Foods Corp., ©Land O'Lakes Inc., ©Schreiber Foods Inc. of Green Bay and some of the other corporate giants of the dairy industry contributed the \$19 million in start-up costs for Dairy.com, the new company will be independent and open for any farmer or company to use.

Similar electronic-commerce sites are proliferating, but this is the first exchange focusing exclusively on the dairy industry, according to Gregg L. Engles, <u>Suiza Foods</u>' chairman and chief executive officer who is serving as the interim CEO of Dairy.com.

The venture is touting itself as an improved way to trade a highly perishable product in an industry controlled by complex price regulations.

When the Internet exchange begins operating in 2001, it initially will provide trading of milk and cream. Eventually it will expand to offer spot and long-term trading of a wider range of dairy commodities, including butter and cheese.

It also will provide services to farmers such as farm-management information and collective buying opportunities.

The e-commerce company plans to make money by charging transaction fees for the products traded through the exchange, subscription fees for the farm-management services and some advertising revenue.

Dairy.com will allow buyers and suppliers to arrange deals much more quickly than they can today, said Agnes Schafer of ②Dairy.Farmers of America, one of the founding partners of Dairy.com.

A manufacturing plant with a surplus of cream now could spend as much as 17 hours making a series of phone calls trying to line up buyers, Schafer said from her office in Kansas City, Mo.

Dairy.com will place all of that information a couple of computer clicks away.

"You can find out where to procure a load of milk or who is in need of a load of milk," Schafer said.

"It will be a clearinghouse, a one-stop shop resource."

Founders of the online dairy exchange represent all segments of the industry, including cheese manufacturers, milk, ice cream and yogurt processors and farmer-owned cooperatives.

Credit: Journal Sentinel staff

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